

Hakuhodo Group company Wolf BKK nets 9 awards, including Gold, at ONE Asia Creative Awards 2024

Tokyo—December 26, 2024—Hakuhodo Inc., a leading integrated marketing and innovation company headquartered in Tokyo, is pleased to announce that Wolf BKK, a Hakuhodo Group company based in Thailand, has won nine awards (1 Gold, 3 Silver, 2 Bronze, 3 Merit) at ONE Asia Creative Awards 2024.

ONE Asia Creative Awards was founded by The One Club for Creativity, a New York-based non-profit organization, to celebrate the best creative works from the Asia-Pacific region. Formerly known as the One Show Greater China Awards, which was founded in 2014, the awards were established because of the tremendous growth and evolution of creativity in the Asia-Pacific market.

Awarded works

Go for Launch

- **Gold** (Creative Effectiveness: Consumer / Brand)
- **Silver** (Creative Effectiveness: Brand Partnerships)
- **Silver** (Public Relations: Integrated / Omnichannel PR Campaign)
- **Bronze** (Branded Entertainment: Branded Short Form Video)
- **Bronze** (Film & Video: TV, VOD, & Online - Short Form)
- **Merit** (Film & Video: Use of Humor)

Agency: Wolf BKK

Advertiser: CP Chicken

Uncle KFC's Rice Bowl

- **Silver** (Branded Entertainment: Branded Long Form Video)
- **Merit** (Film & Video: TV, VOD, & Online - Long Form)
- **Merit** (Cultural Driver: Popular Culture Impact)

Agency: Wolf BKK

Advertiser: KFC Thailand

To learn more, visit the ONE Asia Creative Awards website: <https://oneasiaawards.org/>

■ About Hakuholdo

Founded in 1895, Hakuholdo is an integrated marketing solutions company headquartered in Tokyo, Japan. With offices in 20 countries and regions, and over 10,000 specialists working in Japan and around the world, the company is the core agency of Hakuholdo DY Holdings, one of the world's top 10 largest agency companies according to *Ad Age's* "Agency Report 2024."

Sei-katsu-sha insight is the foundation for Hakuholdo's thinking, planning, and brand building. It reminds us that consumers are more than shoppers performing an economic function. They have heartbeats. They are individuals with distinct lifestyles. Hakuholdo introduced this term in the 1980s to emphasize its commitment to a comprehensive, 360-degree perspective on consumers' lives.

With *sei-katsu-sha* insight as its cornerstone, Hakuholdo combines creativity, integrative capabilities, and data and technology to play a leading role in evolving companies' marketing activities and generating innovation for the completely digitalized era. This enables the company to impact and provide value to *sei-katsu-sha* and society.

Renowned for its creativity, Hakuholdo has won the Grand Prix at Cannes Lions International Festival of Creativity twice, and was named Network of the Year at ADFEST 2021.

To learn more, visit: www.hakuholdo-global.com

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